Strategic Media Services - DC
3299 K Street NW
Suite 200
Washington DC 20007

American Petroleum Institute/ Issue

Submission Number 285   Issue 1

WNCN-TV

1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	American Petroleum Institute/ Issue	**Submission Cost:**	3950	**Campaign Ref:**	E:064081700
Buyer:	., .	**Client/Product/Estimate:**		**Sales Rep:**	HRP Washington, DC
Schedule Dates:	11/14/12 to 11/18/12	**Weeks:**	1	**Order Ref:**	06408170
Est./PO Number:	06408170	**Contract type:**	Political	**Business Type:**	POLITICAL
Associated Copies:	No			**Business Category:**	Transactional

Product:	Api Target 2012	**Booking Group:**	WNCN		
Demographic:	(L) Household	**Order:**		**Key Market:**	Raleigh-Durham, NC

Ref	Sales Product Details	Rev Type			Rate	Spot Type		11/12	Total	Cost
7	M-F 6a News ..WT...	04			225	30 Comme	Nbr of Spots	2	2	450
8	M-F 7a Today Show ..WT...	04			400	30 Comme	Nbr of Spots	2	2	800
9	M-F 6p News ..WTF..	04			275	30 Comme	Nbr of Spots	3	3	825
10	M-F 7p News ..WT...	04			275	30 Comme	Nbr of Spots	2	2	550
11	Sun 6p News MTWTFSS Isolations: W/C 11/12 ......S	03			200	30 Comme	Nbr of Spots	1	1	200
12	M-Su 11p News MTWTF..	05			375	30 Comme	Nbr of Spots	3	3	1125
					Weekly Totals:	Total Spots(Ord Spots)		13	13	

Grand Totals

	Totals	Month 11 Weeks: 4 11/12
Spots	13	13
Cost	3950	3950

Local

Grand Totals:

Spots:	13
Gross Total:	3,950.00
Commission:	592.50
Net Total:	3,357.50

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV12/12 14.03
*** WNCN-TV ***

REP HEADLINE# 6408170
$$$ APPROVED REV #1 $$$

ADV # ______ ADV. NAME ISS/AMER. PETROLEUM INST. REP.# ______ OFF.# ______ SALESMAN # ______

AGY # ______ AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME STEPHEN SZOSTAK

3299 K. STREET NW, SUITE 200 SALES PRSN WA- MICK NESCI (H)

WASHINGTON, DC 20007

ORDER # ______ CONTRACT # 6408170 CLASS: NATL. LOCAL REGIONAL

PRDCT API TARGET 2012 EST# ______ COMMENTS: (LINE, ORDER, INVOICE) ______

FLIGHT DATES NOV14/12 NOV18/12 WK-1

CITY TAX ______ STATE TAX ______ CO-OP BILLING NEEDED ______ DATE NOV12/12 14.03

REP: 11/12 REV
REVISED FLIGHT DATE TO START ON 11/14
REVISED LINES 1,3-5 TO START ON 11/14
TTL SAME
PLEASE CONFIRM
THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL $3,950.00
TOTAL SPOTS 13

REP HEADLINE# 6408170
$$$ UNAPPROVED REV #1 $$$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV12/12 13.48
CHANGES *** WNCN-TV ***

ADV # ______ ADV. NAME ISS/AMER. PETROLEUM INST. REP.# ______ OFF.# ______ SALESMAN # ______

AGY # ______ AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME STEPHEN SZOSTAK

3299 K. STREET NW, SUITE 200 SALES PRSN WA- MICK NESCI (H)

WASHINGTON, DC 20007

ORDER # ______ CONTRACT # 6408170 CLASS: NATL. LOCAL REGIONAL

PRDCT API TARGET 2012 EST# ______ COMMENTS: (LINE, ORDER, INVOICE) ______

FLIGHT DATES NOV14/12 NOV18/12 WK-1

CITY TAX ______ STATE TAX ______ CO-OP BILLING NEEDED ______ DATE NOV12/12 13.48

REP: 11/12 REV
REVISED FLIGHT DATE TO START ON 11/14
REVISED LINES 1,3-5 TO START ON 11/14
TTL SAME
PLEASE CONFIRM
THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

:LINE#:	:REP :LINE#:	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START : DATE	: END : DATE	:SPTS: /WK:	WEEK : INVT :	DAYS	:TOTL: :SPTS:
	1	EY	600A-700A	30		$225.00	11/14	11/15	2		W-TH	2
	PROGRAM : 6AM NEWS CON COM1: 6AM NEWS											
	3	EY	600P-630P	30		$275.00	11/14	11/16	3		W-F	3
	PROGRAM : NEWS CON COM1: NEWS											
	4	EY	700P-730P	30		$275.00	11/14	11/15	2		W-TH	2
	PROGRAM : NEWS CON COM1: NEWS											
	5	EY	1100P-1130P	30		$375.00	11/14	11/16	3		W-F	3
	PROGRAM : 11PM NEWS CON COM1: 11PM NEWS											

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!

REP HEADLINE# 6408170
$$$ UNAPPROVED REV #1 $$$

ORDER WORKSHEET HARRIS REPORT FROM REP NOV12/12 13.48
CHANGES *** WNCN-TV ***

:LINE#:	REP :LINE#:	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START DATE	: END DATE	:SPTS: /WK:	WEEK : INVT :	DAYS	:TOTL: :SPTS:

NOV/12 $3,950.00

CONTRACT TOTAL $3,950.00
TOTAL SPOTS 13

MARKET TOTALS $49,375 WNCN 8% WRAL 45% WTVD 39% WRAZ 8% WRDC 0% WLFL 0% CABL 0%

SHARES ARE ESTIMATED

SVC- NSI BOOKS- NOV/11
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6408170
ORDER WORKSHEET
HARRIS REPORT FROM STATION NOV12/12 13.22
$$$ APPROVED ORIGINAL REV#0 $$$
*** WNCN-TV ***

ADV # ADV. NAME ISS/AMER. PETROLEUM INST. REP.# OFF.# SALESMAN #

AGY # AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME STEPHEN SZOSTAK

3299 K. STREET NW, SUITE 200 SALES PRSN WA- MICK NESCI (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6408170 CLASS: NATL. LOCAL REGIONAL

PRDCT API TARGET 2012 EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV12/12 NOV18/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV12/12 13.22

REP: NEW ORDER
TTL $3,950 @13X
PLEASE CONFIRM
THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL $3,950.00
TOTAL SPOTS 13

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV12/12 11.14

REP HEADLINE# 6408170
*** ORIGINAL REV#0 ***

*** WNCN-TV ***

ADV # ______ ADV. NAME ISS/AMER. PETROLEUM INST. REP.# ______ OFF.# ______ SALESMAN # ______

AGY # ______ AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME STEPHEN SZOSTAK

3299 K. STREET NW, SUITE 200 SALES PRSN WA- MICK NESCI (H)

WASHINGTON, DC 20007

ORDER # ______ CONTRACT # 6408170 CLASS: NATL. LOCAL REGIONAL

PRDCT API TARGET 2012 EST# ______ COMMENTS: (LINE, ORDER, INVOICE) ______

FLIGHT DATES NOV12/12 NOV18/12 WK-1

CITY TAX ______ STATE TAX ______ CO-OP BILLING NEEDED ______ DATE NOV12/12 11.14

REP: NEW ORDER
TTL $3,950 @13X
PLEASE CONFIRM
THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

:LINE#: :	REP :LINE#:	:CD: :	TIME PERIOD	: LGTH :	SEC :	RATE	: START : DATE	: END : DATE	:SPTS: /WK:	WEEK : INVT :	DAYS	:TOTL: :SPTS:
	1		600A-700A	30		$225.00	11/13	11/15	2		TU,TH	2
	PROGRAM : 6AM NEWS											
	CON COM1: 6AM NEWS											
	2		700A-900A	30		$400.00	11/14	11/15	2		W-TH	2
	PROGRAM : TODAY SHOW											
	CON COM1: TODAY SHOW											
	3		600P-630P	30		$275.00	11/13	11/16	3		TU,TH-F	3
	PROGRAM : NEWS											
	CON COM1: NEWS											
	4		700P-730P	30		$275.00	11/13	11/14	2		TU-W	2
	PROGRAM : NEWS											
	CON COM1: NEWS											

NW
11/12

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6408170 ORDER WORKSHEET HARRIS REPORT FROM REP NOV12/12 11.14
*** ORIGINAL REV#0 *** *** WNCN-TV ***

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
	5		1100P-1130P	30		$375.00	11/13	11/16	3		TU-W,F	3
	PROGRAM :		11PM NEWS									
	CON COM1:		11PM NEWS									
	6		600P-630P	30		$200.00	11/18	11/18	1		SUN	1
	PROGRAM :		SUN NEWS									
	CON COM1:		SUN NEWS									

NOV/12 $3,950.00

CONTRACT TOTAL $3,950.00
TOTAL SPOTS 13

MARKET TOTALS $49,375 WNCN 8% WRAL 45% WTVD 39% WRAZ 8% WRDC 0% WLFL 0% CABL 0%

SHARES ARE ESTIMATED

SVC- NSI BOOKS- NOV/11
DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	**Date:**

I, Neil Williams

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Petroleum Institute

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

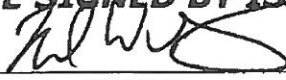
☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

American Petroleum Institute

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ **a corporation;** ☐ **a committee;** ☐ **an association;** ☒ **or other unincorporated group.**

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least ________________ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ~~ISSUE~~ ADVERTISER

4/22/11	[signature]	202-337-5700
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature	Printed Name	Title